

ABSTRACT OF THE DISCLOSURE

A method is provided which enables the objective, rapid, and highly reliable evaluation of the proximity of brands and vehicles. The evaluation method evaluates the proximity of a brand and/or a vehicle based on factors obtained as a result of factor analysis of a brand group and/or a vehicle group, and, in a coordinate space in which the plural factors are taken to be axes with the origin taken to be the factor score = 0, and the factor score of each brand and/or each vehicle for each factor is represented as a distance from the origin on the factor axis, evaluates mutual proximities by considering the magnitude of the angle θ made between vectors, or by considering the angle θ and distances.